

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .N.R.C.C. IE

Product NRCC IE 2012

Estimate# 2956

Buyer Tracey Robinson

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2956

Flight Dates 09/14/2012 - 09/20/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/14-09/14	2	1	2	\$650.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/17-09/17	2	1	2	\$650.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/18-09/18	2	1	2	\$650.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/19-09/19	2	1	2	\$650.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/20-09/20	2	1	2	\$650.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/14-09/14	1	1	1	\$1,000.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/17-09/17	1	1	1	\$1,000.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/18-09/18	1	1	1	\$1,000.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/20-09/20	1	1	1	\$1,000.00	
	11	SA	6A-7A	NW3 AT SUNRISE	:30	\$350.00	09/15-09/15	2	1	2	\$700.00	
	12	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/15-09/15	2	1	2	\$1,250.00	
	13	SU	6A-7A	NW3-SUNRS WKND	:30	\$325.00	09/16-09/16	2	1	2	\$650.00	
	14	SU	7A-8A	SUN TODAY	:30	\$625.00	09/16-09/16	2	1	2	\$1,250.00	

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Advertiser () .N.R.C.C. IE & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA

Product NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

Estimate# 2956 Agency C/P1/P2/E 155/426/2956

Buyer Tracey Robinson Flight Dates 09/14/2012 - 09/20/2012 Salesperson Phone# 215-568-6540

Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	F	10A-11A	TODAY SHW3	:30	\$325.00	09/14-09/14	1	1	1	\$325.00	
	16	M	10A-11A	TODAY SHW3	:30	\$325.00	09/17-09/17	1	1	1	\$325.00	
	17	TU	10A-11A	TODAY SHW3	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	18	W	10A-11A	TODAY SHW3	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	19	TH	10A-11A	TODAY SHW3	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	20	F	11A-12P	RACHAEL RAY	:30	\$325.00	09/14-09/14	1	1	1	\$325.00	
	21	M	11A-12P	RACHAEL RAY	:30	\$325.00	09/17-09/17	1	1	1	\$325.00	
	22	TU	11A-12P	RACHAEL RAY	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	23	W	11A-12P	RACHAEL RAY	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	24	TH	11A-12P	RACHAEL RAY	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	25	SA	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	26	SU	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	27	F	5P-630P	NEWS 3	:30	\$1,000.00	09/14-09/14	2	1	2	\$2,000.00	
	28	M	5P-630P	NEWS 3	:30	\$1,000.00	09/17-09/17	2	1	2	\$2,000.00	
	29	TU	5P-630P	NEWS 3	:30	\$1,000.00	09/18-09/18	2	1	2	\$2,000.00	
	30	W	5P-630P	NEWS 3	:30	\$1,000.00	09/19-09/19	2	1	2	\$2,000.00	

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Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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	31	TH	5P-630P	NEWS 3	:30	\$1,000.00	09/20-09/20	2	1	2	\$2,000.00	
	32	SA	5P-630P	NEWS 3	:30	\$650.00	09/15-09/15	3	1	3	\$1,950.00	
	33	F	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/14-09/14	2	1	2	\$2,000.00	
	34	M	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/17-09/17	2	1	2	\$2,000.00	
	35	TU	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/18-09/18	2	1	2	\$2,000.00	
	36	W	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/19-09/19	2	1	2	\$2,000.00	
	37	TH	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/20-09/20	2	1	2	\$2,000.00	
	38	TU	8P-9P	VOICE	:30	\$4,000.00	09/18-09/18	1	1	1	\$4,000.00	
	39	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	09/16-09/16	1	1	1	\$10,000.00	
	40	M	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/17-09/17	1	1	1	\$1,100.00	
	41	TU	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/18-09/18	1	1	1	\$1,100.00	
	42	W	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/19-09/19	1	1	1	\$1,100.00	
	43	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	09/15-09/15	1	1	1	\$1,100.00	
	44	SU	11P-1135P	WKD NWS3 AT 11	:30	\$1,100.00	09/16-09/16	1	1	1	\$1,100.00	
	45	F	1235A-137A	J FALLON	:30	\$225.00	09/14-09/14	1	1	1	\$225.00	
	46	M	1235A-137A	J FALLON	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	

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Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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	47	TU	1235A-137A	J FALLON	:30	\$225.00	09/18-09/18	1	1	1	\$225.00	
	48	W	1235A-137A	J FALLON	:30	\$225.00	09/19-09/19	1	1	1	\$225.00	
	49	TH	1235A-137A	J FALLON	:30	\$225.00	09/20-09/20	1	1	1	\$225.00	
	50	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/15-09/15	1	1	1	\$1,400.00	
	51	SU	930P-10P	JEOPARDY	:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
	52	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	09/16-09/16	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 73 / \$61,925.00

---SALES MONTHLY TOTALS---

Sep 12: 73 / \$61,925.00

Sales Totals: 73 / \$61,925.00

Station Totals: 73 / \$61,925.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$193,516	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	32%
		KTNV	20%	KTUD	0%	KVCW	1%	KVMY	2%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Station	KSNV-TV LAS VEGAS, NV.	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	() .N.R.C.C. IE		& PLACEMENT, 815 SLATER LANE	Sales Office	() PHILADELPHIA
Product	NRCC IE 2012		ALEXANDRIA, VA 22314	Salesperson	() AMY MCCREARY
Estimate#	2956	Agency C/P1/P2/E	155/426/2956		
Buyer	Tracey Robinson	Flight Dates	09/14/2012 - 09/20/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

Books	NOV12
Demos	RA35+

--- CREDIT RISK ---
CASH IN ADVANCE